

Message Text

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PAGE 01 HONG K 04353 01 OF 02 220338Z

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 MMO-04 ABF-01 /022 W

----- 042060

R 160812Z APR 76

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 9995

USDOC WASHDC

UNCLAS SECTION 1 OF 2 HONG KONG 4353

E.O. 11652: N/A

TAGS: BEXP, AFSP, HK

SUBJECT: PRELIMINARY INPUTS FOR FY-78 COUNTRY COMMERCIAL PROGRAM

REF: STATE A-7369; STATE 54879

CAMPAIGN INITIATIVES

1. A: TITLE: INCREASE U S SHARE OF CONSTRUCTION EQUIPMENT AND BUILDING MATERIALS MARKET IN HONG KONG

CAMPAIGN NO.: 1

PRIORITY RANK: 1

JUSTIFICATION: THE CONSTRUCTION INDUSTRY, WHICH EXPERIENCED A SEVERE SLUMP IN 1974/75, IS BEGINNING TO REVIVE. CONSTRUCTION ON THE MASS TRANSIT, NEW TOWNS IN THE NEW TERRITORIES AND NUMEROUS HOUSING PROJECTS HAS EITHER BEGUN OR WILL BEGIN SOON. MANY OTHER MAJOR CONSTRUCTION PROJECTS ARE ON THE DRAWING BOARDS FOR THE NEXT 5 YEARS. THE POST RECEIVES PROBABLY AS MANY OR MORE TOS IN THIS PRODUCT AREA AS ANY OTHER.

B: TITLE: MAINTAIN U S SHARE OF MARKET FOR EIPT EQUIPMENT

CAMPAIGN NO.: 2

PRIORITY RANK: 2

JUSTIFICATION: THE U S IS A LEADING SUPPLIER OF EIPT EQUIPMENT IN HONG KONG. ELECTRONICS IS HONG KONG'S THIRD LARGEST INDUSTRY AND AT PRESENT IS DOMINATED BY U S AND HONG KONG FIRMS. STRONG SALES EFFORTS MUST BE CONTINUED BY U S SUPPLIERS TO PREVENT FOREIGN SUPPLIERS, JAPANESE IN PARTICULAR, FROM CAPTURING MOST OF THE MARKET.

C: TITLE: INCREASE AWARENESS BY HONG KONG MANUFACTURERS AND SHIPPERS OF U S PACKAGING EQUIPMENT AND MATERIALS

UNCLASSIFIED

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PAGE 02 HONG K 04353 01 OF 02 220338Z

CAMPAIGN NO.: 3

PRIORITY RANK: 6

JUSTIFICATION: LOCAL TRADE ASSOCIATIONS AND MANUFACTURERS ARE BECOMING INCREASINGLY MORE INTERESTED IN PACKAGING. THE HONG KONG PACKAGING COUNCIL IS HOSTING A LARGE PACKAGING SEMINAR LATER THIS YEAR FOR REPRESENTATIVES FROM ALL OVER ASIA. THEY HAVE ASKED OUR COOPERATION IN PROMOTING PACKAGING TECHNOLOGY FROM THE U S IN THIS EVENT AND OTHERS IN THE FUTURE.

D: TITLE: POLLUTION CONTROL EQUIPMENT

CAMPAIGN NO.: 4

PRIORITY: RANK: 9

JUSTIFICATION: ALTHOUGH HONG KONG GOVERNMENT HAS YET TO ENACT MAJOR POLLUTION CONTROL LEGISLATION, THEY ARE NOW STUDYING RESULTS OF A RECENT COLONY-WIDE STUDY ON THE PROBLEM DONE BY A PRIVATE FIRM. THIS COULD WELL RESULT IN INSTITUTION OF CONTROLS. ALSO IN THE WORKS IS A US\$100 MILLION SEWAGE TREATMENT PLANT. PRIORITY RANKING OF THIS EVENT WILL BE INFLUENCED OF COURSE BY TIMING OF ANY HKG INITIATIVES.

E: TITLE: CONSUMER GOODS/AMERICAN FORTNIGHT 77

CAMPAIGN NO.: 5

PRIORITY RANK: 3

JUSTIFICATION: THE STEADILY INCREASING AFFLUENCE OF THE HONG KONG POPULATION PROVIDES AN ATTRACTIVE MARKET FOR MANUFACTURERS OF ALL TYPES OF U S CONSUMER GOODS. AMERICAN FORTNIGHT 75, A MUCH ENLARGED VERSION OF FORTNIGHT '73 WAS RESPONSIBLE FOR OVER \$40 MILLION IN SALES OF U S GOODS AND SERVICE. EXHIBITIONS WERE HELD FOR INDUSTRIAL GOODS, CONSUMER GOOD AND SERVICES, AS WELL AS 6 IN-STORE PROMOTIONS. FORTNIGHT 77 PROBABLY WILL BE THE PRIMARY CAMPAIGN VEHICLE FOR CONSUMER GOODS. THE SPECIFIC NATURE OF FORTNIGHT 77 HAS NOT YET BEEN DECIDED (SEE PARA 4). HOWEVER, THIS CAMPAIGN HAS BENEFICIAL EFFECTS ON ALL OUR PRODUCT CAMPAIGNS AND WILL LIKELY BE ACCORDED A TOP PRIORITY.

F. TITLE: ENERGY SYSTEMS

CAMPAIGN NO.: 6

PRIORITY RANK: 4

JUSTIFICATION: HONG KONG WILL BE INSTALLING CONSIDERABLE NEW ELECTRICITY GENERATING CAPACITY THROUGH THE END OF THE DECADE. GROWTH OF NEW TOWNS IN THE NEW TERRITORIES WITH LARGE RESIDENTIAL POPULATIONS AS WELL AS ADJOINING INDUSTRIAL ESTATES OFFERS A POTENTIALLY LARGE MARKET FOR U S EQUIPMENT.

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PAGE 03 HONG K 04353 01 OF 02 220338Z

HONG KONG POWER COMPANIES ARE WILLING TO CONSIDER U S EQUIPMENT PROVIDED THE MANUFACTURER IS WILLING TO MAKE THE NECESSARY ADAPTIONS TO FIT IN WITH HONG KONG'S POWER SYSTEM. THIS REPRESENTS A POTENTIALLY LARGE MARKET FOR U S EQUIPMENT WHICH IS STILL LARGELY UNDEVELOPED.

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PAGE 01 HONG K 04353 02 OF 02 220336Z

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 MMO-04 ABF-01 /022 W

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R 160812Z APR 76

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 9996

USDOC WASHDC

UNCLAS SECTION 2 OF 2 HONG KONG 4353

E.O. 11652: N/A

TAGS: BEXP, AFSP, HK

SUBJECT: PRELIMINARY INPUTS FOR FY-78 COUNTRY COMMERCIAL
PROGRAM

REF: STATE A-7369; STATE 54879

NON-CAMPAIGN INITIATIVES

G. TITLE: BUSINESS SERVICE

CAMPAIGN NO.: 7

PRIORITY RANK: 5

JUSTIFICATION: CONCENTRATE ADDITIONAL PERSONNEL AND
FINANCIAL RESOURCES ON UPGRADING OUR BUSINESS SERVICES,
PARTICULARLY THE COMMERCIAL LIBRARY. EXPLORE WITH USIS
AND ADMIN THE POSSIBILITY OF A VTR/FILM LIBRARY FOR TRADE
PROMOTION. CONSIDER USING MICROFILM TO SOLVE PROBLEMS OF
SPACE LIMITATIONS. CANVASS HONG KONG AND U S ORGANIZATIONS
FOR HANDOUT MATERIAL FOR VISITING BUSINESSMEN. INCREASE
POST-GENERATED DISTRIBUTION MATERIALS OF ALL TYPES FOR
BUSINESSMEN. CONTINUE TO IMPROVE OUR REGIONAL INFORMATION
CENTER FOR USE BY THE OVER 300 U S REGIONAL OFFICES IN HONG
KONG.

H. TITLE: PROMOTE BUYING MISSIONS TO U S

CAMPAIGN NO: 8

PRIORITY RANK: 8

JUSTIFICATION: IN CONJUNCTION WITH POST "VISIT U S A"
COMMITTEE EXPEND GREATER EFFORT TO PUT TOGETHER ATTRACTIVE
PACKAGE FOR HONG KONG BUSINESSMEN TO VISIT U S TRADE EXHI-
BITIONS, PLANTS, ETC. BECAUSE OF FACTORS OFTEN BEYOND THE
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PAGE 02 HONG K 04353 02 OF 02 220336Z

POST'S CONTROL, I.E. INDIVIDUAL DISCOUNT AIR FARES, METHODS OF DOING BUSINESS BY LOCAL BUSINESSMEN, ETC., WE HAVE NOT OFTEN BEEN ABLE TO ORGANIZE LARGE POST-SPONSORED MISSIONS TO U.S. BY WORKING VERY CLOSELY WITH U S AIRLINES AND TRAVEL AGENTS, AND WITH STRONG SUPPORT OF USDOC FOREIGN BUYER PROGRAM, POST WILL MAKE RENEWED EFFORTS TO ORGANIZE SEVERAL MISSIONS TO U S, HOPEFULLY ACCOMPANIED BY FSL FROM COMMERCIAL SECTION.

I. TITLE: PROMOTION OF TOURISM TO THE US

CAMPAIGN NO: 9

PRIORITY RANK: 7

POST HAS FORMED A "VISIT U S A" COMMITTEE COMPOSED OF REPRESENTATIVES FROM CONGEN (INCLUDING COMMERCIAL SECTION), U S AIRLINES AND OTHER SEGMENTS OF HONG KONG TRAVEL INDUSTRY TO PROMOTE INCREASED TOURISM TO THE US. HONG KONG IS CURRENTLY SECOND ONLY TO JAPAN IN ASIA FOR TOURISTS GOING TO THE US. THROUGH EXTENSIVE PROMOTION GFT OF THE US BOTH IN THE CONGEN AND ELSEWHERE, WE WILL SEEK TO ATTRACT EVEN MORE TOURISTS TO THE U S.

2. PERSONNEL RESOURCES

5 FSO - 1 FSS - 5 FSL (PROFESSIONAL) - 3 FSL (CLERICAL)

WORKDAYS

TOTAL RESOURCES PROFESSIONAL 0/0 OF

UTILIZED	CAMPAIGN	NON-CAMPAIGN	TOTAL
FSO FSL	FSO FSL		
160 330	940 770	100-0/0	
	CLERICAL	0/0 OF	
CAMPAIGN	NON-CAMPAIGN	TOTAL	
FSS FSL	FSS FSL		
20 110	200 550	100-0/0	

3. FINANCIAL RESOURCES

TOTAL RESOURCES CAMPAIGN

UTILIZED	TRAVEL	REP.	CONTRACT	MISC.	0/0 OF
	SERVICES	TOTAL			
US\$	200 1000	1500	300	100-0/0	

TOTAL RESOURCES

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PAGE 03 HONG K 04353 02 OF 02 220336Z

UTILIZED NON-CAMPAIGN

TRAVEL	REP.	CONTRACT	MISC.	0/0 OF
SERVICES	(INCLUDING	TOTAL		

(INCLUDING LIBRARY
NEWSLETTER SUBSCRIPTIONS)

2500 1500 15000 3000 100-0/0

4. THE PRELIMINARY ESTIMATES IN PARA 3 AND 4 FOR CAMPAIGN
RESOURCES WILL BE SUBJECT TO REVISION AT THE BEGINNING OF
FY77. AT THAT TIME THE CONGEN, HONG KONG AMCHAM AND PAST
PARTICIPANTS OF THE AMERICAN FORTNIGHT WILL MEET TO DECIDE
THE SCOPE , ORGANIZATION AND FINANCING OF FORTNIGHT 77.
IT WILL PROBABLY BE NECESSARY TO REVISE THE CAMPAIGN
ESTIMATES AT THAT TIME.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HONGK04353
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760152-0182
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760454/aaaabthh.tel
Line Count: 235
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-7369, 76 STATE 54879
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 02 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 JUL 2004 by SilvaL0>; APPROVED <13 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PRELIMINARY INPUTS FOR FY-78 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP, AFSP, HK
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006